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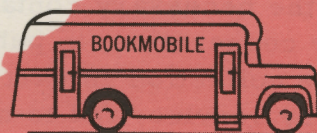
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STATE DOCUMENTS

News FOR PUBLIC LIBRARIANS



SOUTH CAROLINA STATE LIBRARY BOARD



Second Series, No. 5

November 1962

STATE LIBRARY BOARD

Services to Public Libraries

- Grants-in-aid
- Inter-library loans
- Professional reference service
- Consultant service to library boards
- On-the-spot assistance to librarians
- Preparation of bibliographies
- Films on library service
- Exhibits of children's books
- Professional library literature
- Library placement bureau
- Service to the blind
- Scholarships for graduate library training
- In-service-training programs
- Junior intern program

SENATOR AIDS LIBRARIES

A letter from Germaine Krettek, Director, ALA Washington Office, saying there was no increase in the library materials rate in the new postal bill concludes:

"We are all so grateful to Senator Johnston for his interest in libraries. Otherwise the library materials rate would have unquestionably been increased."

Letters should go to Senator Olin D. Johnston thanking him for his support.

BOOKS FOR THE COLLEGE BOUND

The major book project conducted this year by the State Library Board will be "Books for the College Bound." This project is designed to enable young people to acquire the reading background needed for success in college and to help county and regional libraries demonstrate a legitimate public library service to school personnel in contrast to actual school library service which is the responsibility of the schools.

The project evolved in response to reports from college faculty members lamenting the inadequate reading backgrounds of students entering the colleges of South Carolina. Individual cases dramatized the problem, as when a high school junior wrote to ask for a list of outstanding books and explained that he had rated poorly on a "dry-run" of the National Merit Examination because of lack of familiarity with great books. In another instance a South Carolina college requested a graduate of a state high school to delay her entrance for a year while she filled in the gaps in her literary background.

Hoping to contribute to the solution of the problem, the State Library Board planned "Books for the College Bound." In this project participating libraries will receive a collection of 200 books which have been carefully selected with the help of college faculties throughout South Carolina as providing background reading desirable for a successful college career. In addition to the books, lists will be supplied to the libraries for distribution to students both through service points of the library and through the schools.

"Books for the College Bound" have been offered to twenty-two libraries which have agreed to make the necessary contacts with school authorities to explain the project and gain their cooperation; to publicize the project through the local news media; to maintain the collection as part of the library's general circulating collection for rural public library service; and to make the books available to any citizen of the community who is a qualified borrower of the library and wishes to use the books.

The 200 titles listed in "Books for the College Bound" will be ordered by the State Library Board for each participating county library or for the county units of each participating regional library. Books will be delivered directly to the county or regional library and will be paid for by the State Library Board. It is expected that the books will be complete and ready for use by January 1, 1963.

The participating libraries are already making plans for the use of "Books for the College Bound." From the Beaufort County Library comes the suggestion that school principals be contacted, chapel announcements made, and news stories placed in school newspapers. The Laurens County Library will use similar devices in addition to announcements to the P. T. O. and civic clubs. The Horry County Memorial Library plans news releases in local papers; a notice in the County Department of Education's newsletter to teachers and administrators; direct contact with teachers and librarians in high schools; purchase of duplicate permabound sets for branch libraries; displays in the main library, branches and bookmobiles; and news releases through the publications of the Horry Electric Cooperative and the Home Demonstration Agent.

Similar plans from other libraries give promise that "Books for the College Bound" will receive a favorable response. After contacting school officials, the staff of the Lexington County Library reported that the project "met with enthusiastic approval and offer of 100% cooperation." Having won the support of school faculties, the next step will be to introduce high school students to the collection. This is the most important step of all; for, to quote Clifton Fadiman, "success in college . . . requires a reading background far richer than that given you by the few books required in your English courses. College is competitive these days—and the non-reader is at once handicapped in the race."

HUTTO GENEALOGY

A genealogy of the Hutto family of Dorchester County has been presented to the Dorchester County Library.

AID FOR CONSTRUCTION OF PUBLIC LIBRARY BUILDINGS

Federal grants up to 50 percent (and in some cases 75 percent) of construction costs for eligible local public library building projects are provided by the new "Accelerated Public Works Program" recently passed by the 87th Congress. Public library construction can be assisted by grants to areas designated as having substantial unemployment and to designated redevelopment areas.

Funds available (\$400 million) limit the number of projects that may be accepted. Local public libraries in eligible areas (and local officials where there is no library but the possibility of public library development) should request information speedily. The Regional Office of the Housing and Home Finance Agency in our area can supply necessary information. The address of this agency is: Room 645, Peachtree-Seventh Building NE., Atlanta 23, Ga. Phone: TRinity 6-3311. Eligible areas and communities in South Carolina are Conway and the following counties: Aiken, Beaufort, Dorchester, Hampton, Jasper, Kershaw, Lancaster, Marlboro, McCormick, and Orangeburg.

SERVICE TO YOUNG ADULTS

Mrs. Margaret A. Edwards, Coordinator, Work with Young Adults, Enoch Pratt Library, Baltimore, was the consultant at a workshop on Library Service to Young Adults October 25-26 at the Jack Tar Poinsett Hotel, Greenville. This workshop, preceding the S. C. L. A. conference, was sponsored by the Public Library Section.

Miss Laura Ebaugh, Department of Sociology, Furman University, Greenville, set the scene by discussing "Who is the Young Adult?"

Mrs. Edwards discussed the organization of library service to young adults and gave practical ideas for encouraging and inspiring reading.

Carrie Gene Ashley, Aiken-Barnwell-Edgefield Regional Library, and Mrs. Vernon Brunson, Allendale-Hampton-Jasper Regional Library, demonstrated book talks with Mrs. Edwards suggesting effective techniques.

Types of books for young adults were discussed and at the concluding session Mrs. Edwards drew on her background of experience to suggest ways and means of improving service to the age group which is becoming the largest percentage of the population.

NEW BRANCH LIBRARY DEDICATED

The Langdon Cheves Memorial Library, the Mauldin Branch of the Greenville County Library, was dedicated on Sunday, October 21, 1962, at 5:00 p. m. The building was given to the town of Mauldin by Her Majesty Company Foundation. It is a memorial to the late Langdon Cheves, vice-president of the Daniel Construction Company, who was fatally injured in an automobile accident in 1955.

Charles E. Daniel, chairman of the Daniel Construction Company, was the guest speaker. The former United States senator was introduced by Mrs. William J. Rhodarmer, president of the Mauldin branch of the Friends of the Library.

Keys to the building were presented by Arthur Magill, president of Her Majesty Manufacturing Company and of the county organization of the Friends of the Library. The keys were accepted by C. W. Barbrey, mayor of Mauldin, and Romaine A. Barnes, chairman of the trustees of the Greenville County Library. T. M. Verdin, Jr. of Mauldin, a member of the county library board, presided over the ceremonies.

SELA CONFERENCE

The Southeastern Library Association held its twentieth biennial conference in Memphis, Tennessee, October 10-13, 1962.

Of special interest and benefit to those representing public libraries were two pre-conference workshops: one on National Library Week directed by Mrs. Grace T. Stevenson, Deputy Executive Director, ALA, and Miss Virginia A. Mathews, Associate Director, NLW; and another on Library Service to Business and Industry with consultants Rose Vormelker, Library Director, Cleveland Plain Dealer, and Jean Taylor, Head, Business and Technology Department, Cleveland Public Library.

During the conference several hundred public librarians heard informative addresses by Gerald W. Johnson, historian and author; David H. Clift, Executive Director, ALA; Mrs. Weldon J. Lynch, Trustee, Allen Parish Library, Oberlin, Louisiana; and Dr. Joseph C. Kiger, Professor of History, University of Mississippi.

Many also took the public library tour of the Memphis Public Library system: the main library and two of its modern branches.

Those at the conference representing public libraries in South Carolina were: Miss Emily Sanders, SELA Executive Board Member and Librarian of the Charleston County Library; Mrs. W. L. Norton, Vice-Chairman of the SELA Trustees and Friends of Libraries Section and Trustee of Oconee County Library; Miss Dorothy Smith, Head of Adult Services, Richland County Library; Miss Mary Cox, Assistant Librarian, Greenville County Library; Miss Frances Reid, Extension Librarian, Spartanburg County Library; Mrs. Martha H. Wharton, Reference Librarian, Spartanburg County Library; Charles Busha, Greenville County Library; Bryan Roberts, Reference Consultant, State Library Board.

LIBRARIAN TURNS DETECTIVE

We are indebted to Mrs. Fay B. McNab, Librarian, Barnwell County Library for the following:

One afternoon a darling little boy, about four or five years old, rushed into our library and up to the desk where he proudly said, "Mama said to send her Mr. Jones' mix-master." After a moment's consideration, it was decided that she wanted "Mister Jones Meet the Master" by Peter Marshall.

SCHOLARSHIP DEPARTMENT

May Moore, who won an SLB scholarship to Louisiana State University under the sponsorship of the Newberry-Saluda Regional Library writes: "So far we haven't had any tests, so I'm passing. Come quiz time, I may have another story to tell; but I try not to look too far into the future. Really, I have gone through oodles of reports and surveys and books on all phases of the library program; and my mind is full to overflowing. I keep my toothbrush in my locker at the library, and I am debating whether or not to move a cot over.

"From all of the above, I gather you have decided that I make Millet's "Man With a Hoe" look like a lily-white mother's boy. Well, that is not exactly the case, because the weekends tend to redeem me.

"To say it briefly, all is well; and I am having a grand and glorious time."

HIGHLIGHTS OF THE FORTY-FIRST ANNUAL CONFERENCE SOUTH CAROLINA LIBRARY ASSOCIATION

October 26-27, 1962

Miss Jessie Hamm, 1962 President of the S. C. Library Association, the Executive Board and the local arrangements committee under the chairmanship of Charles E. Stow combined to present a most worthwhile conference. The program chairman, Mrs. William A. Foran, secured the following speakers: Dr. George E. Bair, Educational Director, S. C. Educational Television, whose topic was "What is Educational Television"; Guy R. Lyle, Director of Libraries, Emory University, Atlanta, Georgia, who spoke on "The Role of the Librarian in our Culture"; and R. George Curry, Department of History, University of South Carolina, whose address was on "Early Australian Ballads."

South Carolina State Library Board Dinner

On October 26, public librarians and trustees met for dinner in the Palmetto Room of the Jack Tar Poinsett Hotel. Mrs. Hagood Bostick, Secretary of the State Library Board, presided and presented members of the State Library Board staff and Miss Estellene P. Walker, the Director, each of whom presented projects or programs of the Board.

Awards

At the business meeting on October 27, Avery Hunt, immediate past president of the Anderson County Library Board, received on behalf of the board the first trustee award to be given in several years. The citation read as follows: "The Committee on Citations of Trustees of the South Carolina Library Association presents to the Anderson County Library Board of Trustees the Citation of Merit in recognition of its contribution to the development of good library service in Anderson County and in the State of South Carolina, through the organization of a unified county-wide system large

enough to supply adequate financial support for modern service and through the provision of sound methods of organization and administration.

"Greenville, South Carolina, October 27, 1962."

Officers for 1963

S. C. Library Association:

Mrs. William A. Foran, Children's Librarian, Richland County Public Library, Columbia, 1962 Vice-President and President-elect, becomes President of the S. C. Library Association on January 1, 1963. The following officers were elected unanimously at the business meeting: Vice-President: Mrs. Betty Martin, Director of Library Services, School District of Greenville County, Greenville; Secretary: Mrs. Sarah C. Smith, Librarian, Anderson County Library, Anderson; Treasurer: Roberta McKinnon, Librarian, Coker College, Hartsville.

Public Library Section:

Dorothy C. Smith, Head, Adult Services, Richland County Public Library, Columbia, will be the 1963 Chairman of the Public Library Section, S. C. L. A. Louise Stem, Librarian, Oconee County Library, was elected Vice-Chairman, and Mrs. Marion T. Rudloff, Librarian, Berkeley County Library, Secretary-Treasurer of the Section.

SMALL LIBRARIES PROJECT MANUALS

The State Library Board is distributing manuals containing the published pamphlets in the Small Libraries Project series of the Library Administration Division, A. L. A.

The pamphlets, written by outstanding librarians, were made possible by a grant from the Council on Library Resources. Their purpose is to provide practical information on the operation of a library; an orientation program for trustees; material for workshops; an incentive to attend workshops and the promotion of larger units of service.

Supplementary material will contain an extension of information contained in the pamphlets, detailed explanation of certain routines or processes and presentation of related information not appropriate for the pamphlets.

The pamphlets, which will total 16, are not being published in numerical order. Librarians are asked to add them to the manuals as they are received.

Additional copies of each pamphlet may be obtained for 50 cents each from the Library Administration Division, A. L. A.

CHRISTMAS GIF'!

During the next two months the State Library Board and public libraries will cooperate in a project designed to increase book ownership among children. The project will give emphasis to the importance of books in a child's life and encourage the use of books as gifts. Parents, relatives and friends will be urged to "Give Books for Christmas." The project will be given wide publicity through state and local news releases. Parents organizations and civic groups plan to cooperate in the undertaking.

The State Library Board has prepared attractive book lists of 110 suggested titles which will be distributed in quantity to public libraries and to book stores throughout the state. Since the number of titles listed is limited, the preface of the list recommends that the library be visited for the purpose of examining the books and for the advice of the librarian on additional titles.

Several libraries are planning a display of the books listed. The whole community will be invited to attend the exhibit and to examine these and other attractive books for children.

MAKE YOUR PLAN NOW!

And we do not mean to attend the next convention! In the light of current events public libraries should review carefully the Civil Defense potentialities of their library buildings both for the safety of staff and of patrons. We urge you 1) to get in touch immediately with the Civil Defense Agency in your community and get their advice on ways in which you can prepare the library building to give as much protection as possible against fallout. 2) Have a plan. Know what you are going to do in the event of Atomic attack. 3) Make whatever preparations you can now. Civil Defense folders and pamphlets will give you the guidance you will need to accomplish this. 4) Call a staff meeting to discuss protective measures not only in the library but in the home. Remember bookmobile staff and be sure that they have as much information as is available for the protection of travelers.

Your Civil Defense office may welcome the opportunity of furnishing you with a supply of informational material on fallout protection and family shelters for distribution to patrons of the library. These should be available from all service points.

LIBRARY BUILDING AWARD PROGRAM

To encourage excellence in the architectural design and planning of libraries, the American Institute of Architects, the American Library Association and the National Book Committee have announced the first Library Buildings Awards Program. Awards will be made for distinguished accomplishment in library architecture by an American architect for any library in the United States completed since January 1, 1958.

Photographs, plans, descriptive data, etc. of the winning awards will be exhibited during National Library Week and at AIA and ALA conventions, 1963.

Librarians should inform their architects of the program. Entry slips which must be submitted by December 7, 1962, may be obtained from: Library Buildings Award Program, The American Institute of Architects, 1735 New York Avenue, N. W., Washington 6, D. C.

BARNWELL COUNTY LIBRARY COOPERATES WITH LOCAL INDUSTRY

The Barnwell County Library, a member of the Aiken-Barnwell-Edgefield Regional Library, has joined the Amerotron Plant of Barnwell in developing a project to promote greater utilization of the library by plant employees and possibly to provide for financial cooperation in purchasing specialized material. Mr. Y. G. Hilsman, plant manager and trustee of the Barnwell County Library, is working with county and regional librarians in initiating the program.

To assist in the formulation of a reading program for Amerotron employees, the Regional Library will send an annotated book list to the plant each month. The lists will be distributed to employees and used as the basis for the preparation of long-term lists concentrating on particular themes. The first theme is Industrial Relations.

As a part of the project, Bryan Roberts, State Library Board Reference Consultant, met with the plant officials at the County Library in July to discuss special services and material. He brought a collection of books which, with other titles from the Regional Library, were examined by those present and also by Amerotron supervisors at a later meeting.

LIBRARY PUBLICITY POINTERS

This is the fourth of a series in which the Leslie Public Relations Agency will suggest ways for you to improve your public relations. The Leslie Agency is employed by the SLB as part of its "Library Interpretation Program." If you have any questions regarding these pointers, send them along and we'll get you an answer.

How to prepare a press release:

A quick glance at the stories in your local newspaper will show that the following information is always included in the first paragraph:

WHO -- the person or persons the story centers about

WHAT -- has happened or will happen

WHERE -- the event or events occur

WHEN -- it happened or will happen

WHY -- this is necessarily sometimes omitted

Therefore, in preparing material for the press it is essential to include these elements in your first paragraph.

Your first sentence is called the "lead." The first four words are the most important words in your news release. You gain or lose many readers there, because your story competes with everything else in the newspaper. You know this from your own newspaper reading--you read fully only the stories that interest you. This immediate bid for attention is also necessary on radio and TV.

Compare the attention-compelling quality of these lead paragraphs, especially the first four words of each:

- 1) "In a talk last Tuesday at the Dixie County Library, several ideas were suggested by the speaker, John Doe who is the city manager of Dixieville."
- 2) "John Doe, Dixieville's city manager, discussed ways to solve the city traffic problem at a meeting of the Exchange Club held at the Dixie County Library last night."
- 3) "A 'Dixieville in Miniature' exhibit at the Dixie County Library inspired last night's Exchange Club program when City Manager John Doe discussed the city's traffic problems."
- 4) "A dramatic demonstration of possible solutions to the Dixieville's traffic problems was a highlight of last night's exchange Club program at the Dixie County Library. Speaker John Doe, Dixieville's city manager, illustrated his talk with a table-size model of downtown Dixieville currently on exhibit at the Library."
- 5) "'Dixieville's traffic problems can be solved!' declared City Manager John Doe speaking to a meeting of the Exchange Club held last night at the Dixie County Library. He pointed out possible solutions by means of a scale model of downtown Dixieville currently on exhibit at the Library."

Which of these leads captured your interest most quickly?

One word of caution: The date and time of an event is almost always the least interesting part of your story, so it is usually unproductive to begin your release with 'last night' or 'next week' or any other time designation. Exception: "Tomorrow is the last day you can etc."

Style. All newspapers have a style book -- that is their particular rules of punctuation, capitalization, abbreviation, etc. It behooves you to write in your newspaper's style. If you have a newspaper style book (and you should), follow it. If not, you may have a New York TIMES or Associated Press style book. If you have none of these, take steps to acquire one or more for your library.

NEW EDITOR FOR WILSON BULLETIN

John Wakeman, editor for the past three year of the Wilson Library Bulletin, is returning to his native England and will be succeeded by Kathleen Molz, Public Relations Officer, Free Library of Philadelphia.

YOUR PROBLEMS

by Anne Library

Dear Anne:

Who do you think you are kidding? Not me, sister, — at least not any more! I heard you talking to a group of students and decided you were either as blind as a mole or a vat-dyed hypocrite. When you told those innocents that librarianship would offer "intellectual companionship" to its followers, I nearly flipped. Let me set you right about "intellectual companionship" on library staffs I've known: It's practically non-existent. The staff here is large and the head librarian "chairs" enough library association committees to have earned the title "VIP," but does he read? Not now and apparently not in the past. Books are to him commodities to get into circulation or to sit on shelves. And the rest of the staff are about as bad. The Children's Librarian comes in "Oooohing and Ahaaaahing" over some dear little book too sweet for words. She's read so many juveniles that her appreciation level is about that of a retarded sixth grader. The Adult Services Librarian knows all the books by title and review, but her only excursion into her personal reading begins and ends with the problems of parakeets (She raises 'em). I could go and tell the same sad tale about the rest of the staff - the Cataloger who knows all the books by sight, but has read only the books on new diseases - she has them all as soon as advertised . . . the Bookmobile Librarian who raises roses and reads about aphids . . . the Reference Librarian who can tell you where to find it, but spends his spare time on the Wall Street Journal in the interest of a feathered nest. Really, Anne, I would say that a truthful description is "intellectual isolation" for a person who reads, enjoys and appreciates good literature. The truth may hurt, but I thought you had the courage to face it.

Ima Egghead

Dear Ima Egghead:

The "truth" you mention was faced up to about ten years ago. That is why you found me talking to a group of top level students instead of addressing the whole student body. The new librarian is going to be a "first choice" person, neither a re-tread or a reject from another profession. The people we are recruiting now can and do read and can appreciate ideas as well as assimilate facts. We are not aiming at Einsteins, but we do hope to attract some young - and normal - intellectuals whose strong minds are matched by strong backs and determination.

I think you take too dim a view of your staff's cultural accomplishments. Isn't your librarian somewhat at fault in not encouraging staff reading? Maybe through the staff meeting the staff could encourage him to read, too! I know what you mean and sympathize with your position. I, too, have got the glassy stare upon mentioning some book I've just read and about which I am enthusiastic. Be patient! The next generation of librarians is going to be able to appreciate more than aphids and arthritis.

Anne

AROUND AND ABOUT SOUTH CAROLINA PUBLIC LIBRARIES

Fairfield County

Proceeds of over \$170 from a Tom Thumb Wedding, sponsored by the Winnsboro Woman's Club, were donated to the Fairfield County Library for the Children's Department.

Laurens County

On November 6, the voters of Laurens County will vote on a \$125,000 bond issue for the expansion of the Laurens County Library.

Oconee - Pickens Counties

The Clemson Branch of the American Association of University Women has adopted the establishment of a community library as its project for the year. Mrs. James Waddington, President, has called several meetings to explore the possibilities and formulate plans for the branch library. Representatives of the Oconee and Pickens County Libraries and the State Library Board participated in the discussions.

Orangeburg County

The Orangeburg County Delegation has submitted the proposal of building a new library building to the voters of the county. November 6 will resolve this issue.

Pickens County

In appreciation of more than a quarter of a century's service to the library and the citizens of Pickens County, Mrs. O. K. Higgins was honored with a reception and presented a silver bowl on October 9.

SYMPATHY TO

The family of W. B. S. Winans, who was Chairman of the Dibble Memorial Library (Aiken, S. C.) Board for 15 years and more recently Chairman of the Aiken-Barnwell-Edgefield Regional Library Board. Mr. Winans died October 21, 1962.

Mrs. Walton Smith, whose husband died October 24. Mrs. Smith is a member of the staff of the Colleton County Memorial Library.

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